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BANNER & WITCOFF 1001 G STREET N W SUITE 1100 WASHINGTON, DC 20001			SHELEHEDA, JAMES R	
			ART UNIT	PAPER NUMBER
			2617	

DATE MAILED: 02/08/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/882,702	IVEHAMMAR, STEFAN	
	Examiner	Art Unit	
	James Sheleheda	2617	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 29 November 2005.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-24, 26 and 28-38 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-24, 26 and 28-38 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____.
- 4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
- 5) Notice of Informal Patent Application (PTO-152)
- 6) Other: _____.

DETAILED ACTION

Claim Objections

1. Claim 9 is objected to because of the following informalities:

In claim 9, line 3, "the tag" should be changed to --a tag-- as there is no previous recitation of this limitation.

Appropriate correction is required.

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

3. Claims 33, 35 and 37 are rejected under 35 U.S.C. 102(b) as being anticipated by Macrae et al. (Macrae) (WO 98/17064 A1) (of record).

As to claim 33, Macrae discloses an apparatus (Fig. 7) for accessing an information service from a television programme service (accessing a web-site from a link embedded in a television signal; page 2, lines 1-12), comprising:

means for providing link information for display during the television programme service (page 8, lines 30-37 and page 9, lines 28-34), the link information being associated with predefined content of the information service (associated with a particular internet site; page 8, lines 30-37 and page 9, lines 17-19);

means for receiving an acceptance signal (microprocessor, 24) that is independent of the predefined content from a display controller (user choosing to access the site; page 9, line 35-page 10, line 3); and

means for providing the predefined content for display (page 9, line 35-page 10, line 3 and page 8, lines 14-19) in response to the acceptance signal (page 9, line 35-page 10, line 3), further comprising means for scanning data received from the television program service for link information (VBI decoder 35 stripping out any internet data in the VBI; see Macrae at page 5, lines 1-5).

As to claim 35, Macrae discloses method of accessing an information service from a television programme service (accessing a web-site from a link embedded in a television signal; page 2, lines 1-12) via a television receiver (Fig. 7), comprising the steps of:

providing link information for display during the television programme service (page 8, lines 30-37 and page 9, lines 28-34), the link information being associated with predefined content of the information service (associated with a particular internet site; page 8, lines 30-37 and page 9, lines 17-19)

receiving an acceptance signal (microprocessor, 24) that is independent of the predefined content from a display controller (user choosing to access the site; page 9, line 35-page 10, line 3);

providing the predefined content for display (page 9, line 35-page 10, line 3 and page 8, lines 14-19) in response to the acceptance signal (page 9, line 35-page 10, line 3); and

scanning data received from the television program service for link information (VBI decoder 35 stripping out any internet data in the VBI; see Macrae at page 5, lines 1-5).

As to claim 37, Macrae discloses a computer readable medium containing computer code (Fig. 7) for performing the steps of:

providing link information for display during the television programme service (page 8, lines 30-37 and page 9, lines 28-34), the link information being associated with predefined content of the information service (associated with a particular internet site; page 8, lines 30-37 and page 9, lines 17-19)

receiving an acceptance signal (microprocessor, 24) that is independent of the predefined content from a display controller (user choosing to access the site; page 9, line 35-page 10, line 3);

providing the predefined content for display (page 9, line 35-page 10, line 3 and page 8, lines 14-19) in response to the acceptance signal (page 9, line 35-page 10, line 3); and

scanning data received from the television program service for link information (VBI decoder 35 stripping out any internet data in the VBI; see Macrae at page 5, lines 1-5).

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1-4, 7, 9-15, 17-19, 23, 24, 26 and 28-32 are rejected under 35 U.S.C. 103(a) as being unpatentable over Macrae and in view of LaJoie et al. (LaJoie) (5,850,218) (of record).

As to claim 1, Macrae discloses an apparatus (Fig. 7) for accessing an information service from a television programme service (accessing a web-site from a link embedded in a television signal; page 2, lines 1-12), comprising:

means for providing link information for display during the television programme service (page 8, lines 30-37 and page 9, lines 28-34), the link information being associated with predefined content of the information service (associated with a particular internet site; page 8, lines 30-37 and page 9, lines 17-19);

means for receiving an acceptance signal (microprocessor, 24) that is independent of the predefined content from a display controller (user choosing to access the site; page 9, line 35-page 10, line 3); and

means for providing the predefined content for display (page 9, line 35-page 10, line 3 and page 8, lines 14-19) in response to the acceptance signal (page 9, line 35-page 10, line 3). While Macrae discloses a link information providing means and

detection of a code identifying the link information, he fails to specifically disclose overriding a predetermined display preference in response to detecting a code identifying the link information, wherein the predetermined display preference is a preference not to display the information service.

In an analogous art, LaJoie discloses a full service cable system (Fig. 1) incorporating message transmission over the cable network (column 33, lines 31-36) wherein when a user has indicated a preference to not display any television programming or messages (when the user has turned their set top and television off; column 33, lines 50-54) the system will override the user's preference (by turning on their equipment; column 33, lines 47-50) upon detection of a specific command (column 33, lines 47-50) for the advantage of alerting subscribers to important information even when they are not actively watching their televisions (column 33, lines 50-54).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Macrae's system to include overriding a predetermined display preference in response to detecting a code identifying the link information, wherein the predetermined display preference is a preference not to display the information service, as taught by LaJoie, for the advantage of alerting subscribers to important information when they are not actively watching television.

As to claim 2, Macrae and Lajoie disclose wherein the acceptance signal corresponds to a set of keystrokes on the display controller (see Macrae at page 9, line 35-page 10, line 3).

As to claim 3, Macrae and Lajoie disclose wherein the keystroke set comprises less than four keystrokes (user just pressed one button; see Macrae at page 9, line 35-page 10, line 3).

As to claim 4, Macrae and Lajoie disclose wherein the keystroke set comprises a single keystroke (user just pressed one button; see Macrae at page 9, line 35-page 10, line 3).

As to claim 7, Macrae and Lajoie disclose means (VBI decoder, 72) for distinguishing link information from information which does not comprise a link to the text based information service (separating the link from the VBI; see Macrae at page 9, lines 8-16).

As to claim 9, Macrae and Lajoie disclose means configured to display the link information in response to detection of a tag (command to turn on and display the message; see Lajoie at column 33, lines 47-50).

As to claim 12, Macrae discloses method of accessing an information service from a television programme service (accessing a web-site from a link embedded in a television signal; page 2, lines 1-12) via a television receiver (Fig. 7), comprising the steps of:

providing link information associated with predefined content of the information service (associated with a particular internet site; page 8, lines 30-37 and page 9, lines 17-19) for display during the television programme service (page 8, lines 30-37 and page 9, lines 28-34);

receiving an acceptance signal (microprocessor, 24) that is independent of the predefined content from a display controller (user choosing to access the site; page 9, line 35-page 10, line 3); and

providing the predefined content for display (page 9, line 35-page 10, line 3 and page 8, lines 14-19) in response to the acceptance signal (page 9, line 35-page 10, line 3). While Macrae discloses providing link information, he fails to specifically disclose overriding a predetermined display preference in response to detecting a code identifying the link information, wherein the predetermined display preference is a preference not to display the information service.

In an analogous art, LaJoie discloses a full service cable system (Fig. 1) incorporating message transmission over the cable network (column 33, lines 31-36) wherein when a user has indicated a preference to not display any television programming or messages (when the user has turned their set top and television off; column 33, lines 50-54) the system will override the user's preference (by turning on their equipment; column 33, lines 47-50) upon detection of a specific command (column 33, lines 47-50) for the advantage of alerting subscribers to important information even when they are not actively watching their televisions (column 33, lines 50-54).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Macrae's system to include overriding a predetermined display preference in response to detecting a code identifying the link information, wherein the predetermined display preference is a preference not to display the information service, as taught by LaJoie, for the advantage of alerting subscribers to important information when they are not actively watching television.

As to claim 13, Macrae and Lajoie disclose wherein the acceptance signal corresponds to a set of keystrokes on the display controller (see Macrae at page 9, line 35-page 10, line 3).

As to claim 14, Macrae and Lajoie disclose wherein the keystroke set comprises less than four keystrokes (user just pressed one button; see Macrae at page 9, line 35-page 10, line 3).

As to claim 15, Macrae and Lajoie disclose wherein the keystroke set comprises a single keystroke (user just pressed one button; see Macrae at page 9, line 35-page 10, line 3).

As to claim 17, Macrae and Lajoie disclose highlighting the link information to be displayed (prominently displayed an icon indicating to the user the presence of the link information; see Macrae at Fig. 2).

As to claim 23, Macrae discloses a computer readable medium containing a program, which when executed by a processor (processor, 24; page 4, lines 10-15) enables access to an information service from a television programme service (accessing a web-site from a link embedded in a television signal; page 2, lines 1-12), in which link information associated with selected predefined content page of the information service (associated with a particular internet site; page 8, lines 30-37 and page 9, lines 17-19) is displayed concurrently with a television programme image (page 8, lines 30-37 and page 9, lines 28-34), wherein the program implements the steps of receiving an acceptance signal that is independent of the selected predefined content from a display controller (user choosing to access the site; page 9, line 35-page 10, line 3), providing the link information for display (page 8, lines 30-37 and page 9, lines 28-34) and providing the selected predefined content for display (page 9, line 35-page 10, line 3 and page 8, lines 14-19) in response to the acceptance signal (page 9, line 35-page 10, line 3). While Macrae discloses providing link information, he fails to specifically disclose overriding a predetermined display preference in response to detecting a code identifying the link information, wherein the predetermined display preference is a preference not to display the information service.

In an analogous art, LaJoie discloses a full service cable system (Fig. 1) incorporating message transmission over the cable network (column 33, lines 31-36) wherein when a user has indicated a preference to not display any television programming or messages (when the user has turned their set top and television off;

column 33, lines 50-54) the system will override the user's preference (by turning on their equipment; column 33, lines 47-50) upon detection of a specific command (column 33, lines 47-50) for the advantage of alerting subscribers to important information even when they are not actively watching their televisions (column 33, lines 50-54).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Macrae's system to include overriding a predetermined display preference in response to detecting a code identifying the link information, wherein the predetermined display preference is a preference not to display the information service, as taught by LaJoie, for the advantage of alerting subscribers to important information when they are not actively watching television.

As to claim 24, Macrae and Lajoie disclose a computer readable medium containing a program (operating program controlling the system; see Macrae at page 4, lines 10-15) for performing the steps of claim 12 (as indicated in the rejection of claim 12) when the program is run by a processor (processor, 24).

As to claim 26, Macrae discloses an apparatus (Fig. 7) for accessing an information service from a television programme service (accessing a web-site from a link embedded in a television signal; page 2, lines 1-12), the apparatus being operable to:

(a) provide link information for display during the television programme service (page 8, lines 30-37 and page 9, lines 28-34), the link information being associated with

predefined content of the information service (associated with a particular internet site; page 8, lines 30-37 and page 9, lines 17-19);

(b) receive an acceptance signal that is independent of the predefined content from a display controller (user choosing to access the site; page 9, line 35-page 10, line 3); and

(c) provide predefined content for display (page 9, line 35-page 10, line 3 and page 8, lines 14-19) in response to the acceptance signal (page 9, line 35-page 10, line 3). While Macrae discloses providing link information, he fails to specifically disclose overriding a predetermined display preference in response to detecting a code identifying the link information, wherein the predetermined display preference is a preference not to display the information service.

In an analogous art, LaJoie discloses a full service cable system (Fig. 1) incorporating message transmission over the cable network (column 33, lines 31-36) wherein when a user has indicated a preference to not display any television programming or messages (when the user has turned their set top and television off; column 33, lines 50-54) the system will override the user's preference (by turning on their equipment; column 33, lines 47-50) upon detection of a specific command (column 33, lines 47-50) for the advantage of alerting subscribers to important information even when they are not actively watching their televisions (column 33, lines 50-54).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Macrae's system to include overriding a predetermined display preference in response to detecting a code identifying the link information,

wherein the predetermined display preference is a preference not to display the information service, as taught by LaJoie, for the advantage of alerting subscribers to important information when they are not actively watching television.

As to claim 10, while Macrae and Lajoie disclose an information service, they fail to specifically disclose teletext.

The Examiner takes Official Notice that it was notoriously well known in the art at the time of invention by applicant for a television system to utilize the established method of teletext, comprising pages of information associated with broadcast program, for the typical benefit of utilizing a well-known established method of providing additional information about a broadcast program.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Macrae and Lajoie's system to include teletext for the typical benefit of utilizing a well-known established method of providing additional information about a broadcast program.

As to claim 11, while Macrae and Lajoie disclose a television programme service, they fail to specifically disclose the digital video broadcasting standard.

The Examiner takes Official Notice that it was notoriously well known in the art at the time of invention by applicant for a television system to utilize the digital video broadcasting standard, created by an industry-led consortium of over 270 broadcasters, manufacturers, network operators, software developers, regulatory bodies and others in

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over 35 countries committed to designing global standards for the global delivery of digital television and data services, for the typical benefit of conforming with a widely accepted television broadcasting standard.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Macrae and Lajoie's system to include the digital video broadcasting standard for the typical benefit of utilizing a well-known established method of providing additional information about a broadcast program.

As to claim 18, while Macrae and Lajoie disclose highlighting the link information to be displayed, they fail to specifically disclose causing the link information to flash periodically when displayed.

The Examiner takes Official Notice that it was notoriously well known in the art at the time of invention by applicant to cause displayed information to flash or "blink", thereby grabbing the viewer's attention, for the typical benefit of ensuring that a viewer will easily notice the displayed information.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Macrae and Lajoie's system to include causing the link information to flash periodically when displayed for the typical benefit of ensuring that a viewer will easily notice the displayed information.

As to claim 19, while Macrae and Lajoie disclose link information (web page URL), they fail to specifically disclose wherein the link information comprises a page number.

The Examiner takes Official Notice that it was notoriously well known in the art at the time of invention by applicant for a web site's URL to include a page number, such as when a particular web-site is made up of a plurality of different pages, for the typical benefit of distinguishing between multiple pages on a website.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Macrae and Lajoie's system to include wherein the link information comprises a page number for the typical benefit of distinguishing between multiple pages on a website.

As to claims 28 and 32, Macrae and Lajoie disclose means for scanning data received from the television program service for link information (VBI decoder 35 stripping out any internet data in the VBI; see Macrae at page 5, lines 1-5).

As to claim 29, Macrae and Lajoie disclose at least one processor for processing the DVB service (controlling the device; see Macrae at page 4, lines 10-14).

As to claim 30, Macrae and Lajoie disclose at least one processor for processing the information service and link information (see Macrae at page 4, line 10-page 5, line 15).

As to claim 31, Macrae and Lajoie disclose memory for storing the predefined content of the information service (see Macrae at page 6, lines 1-10).

6. Claims 34, 36 and 38 are rejected under 35 U.S.C. 103(a) as being unpatentable over Macrae and further in view of Bendinelli et al. (Bendinelli) (6,061,719) (of record).

As to claims 34, 36 and 38, while Macrae discloses wherein said link information providing means includes means for inserting the link information (page 4, lines 36-38), he fails to specifically disclose inserting the link information into a subtitle line.

In an analogous art, Bendinelli discloses a television distribution system (Fig. 3) which transmits television programming to a user (Fig. 3; column 5, lines 7-17) and link information (URL's) which are embedded into the television closed captioning (column 3, lines 36-53 and column 5, lines 7-17) for the typical benefit of allowing link information to be received and displayed through a typical television closed captioning line (column 3, lines 36-53).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Macrae's system to include inserting the link information into a subtitle line, as taught by Bendinelli, for the typical benefit of allowing link information to be received and displayed through a typical television closed captioning line.

7. Claims 5, 6, 8, 18 and 20-22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Macrae and Lajoie and further in view of Bendinelli.

As to claim 5, while Macrae and Lajoie disclose wherein said link information providing means includes means for inserting the link information (page 4, lines 36-38), they fail to specifically disclose inserting the link information into a subtitle line.

In an analogous art, Bendinelli discloses a television distribution system (Fig. 3) which transmits television programming to a user (Fig. 3; column 5, lines 7-17) and link information (URL's) which are embedded into the television closed captioning (column 3, lines 36-53 and column 5, lines 7-17) for the typical benefit of allowing link information to be received and displayed through a typical television closed captioning line (column 3, lines 36-53).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Macrae and Lajoie's system to include inserting the link information into a subtitle line, as taught by Bendinelli, for the typical benefit of allowing link information to be received and displayed through a typical television closed captioning line.

As to claim 6, Macrae, Lajoie and Bendinelli disclose means for highlighting the link information (prominently displayed an icon indicating to the user the presence of the link information; see Macrae at Fig. 2).

As to claim 16, while Macrae and Lajoie disclose providing the link information, they fail to specifically disclose providing the link information for display as a subtitle during the television programme service.

In an analogous art, Bendinelli discloses a television distribution system (Fig. 3) which transmits television programming to a user (Fig. 3; column 5, lines 7-17) and link information (URL's) which are embedded into the television closed captioning (column 3, lines 36-53 and column 5, lines 7-17) and then displayed during the television program as normal closed captioning text (column 3, lines 36-53) for the typical benefit of allowing link information to be received and displayed through a typical television closed caption line (column 3, lines 36-53).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Macrae and Lajoie's system to include inserting the link information into a subtitle line, as taught by Bendinelli, for the typical benefit of allowing link information to be received and displayed through a typical television closed caption line.

As to claims 8 and 20, while Macrae and Lajoie disclose link information comprising a link to the text based information service, they fail to specifically disclose an identification tag for distinguishing the link information from information which does not comprise a link.

In an analogous art, Bendinelli discloses a television distribution system (Fig. 3) which transmits television programming to a user (Fig. 3; column 5, lines 7-17) and link

information (URL's) which are embedded into the television closed captioning (column 3, lines 36-53 and column 5, lines 7-17) and then displayed during the television program as normal closed captioning text (column 3, lines 36-53) wherein the link information includes identifying tags (brackets or other characters; column 3, lines 37-42) which is recognized to identify link (column 3, lines 37-42) for the typical benefit of allowing link information to be easily identified and utilized by the receiver (column 3, lines 36-53).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Macrae and Lajoie's system to include an identification tag for distinguishing the link information from information which does not comprise a link, as taught by Bendinelli, for the typical benefit of allowing link information to be easily identified and utilized by the receiver.

As to claim 21, Macrae, Lajoie and Bendinelli disclose wherein the tag comprises a non-display character (wherein the characters simply occur before and after the displayed URL to identify it; see Macrae at column 3, lines 36-42).

As to claim 22, Macrae, Lajoie and Bendinelli disclose displaying a subtitle line which includes tagged link information (see Bendinelli at column 3, lines 36-53).

Response to Arguments

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8. Applicant's arguments filed 11/29/05 have been fully considered but they are not persuasive.

a. In response to applicant's arguments on pages 9 and 10, of applicant's response, that neither Macrae or Bendinelli teach "overriding a predetermined display preference...", it is noted that Lajoie was relied upon in the previous and current office actions as disclosing this feature.

b. On page 11, of applicant's response, applicant states that Lajoie fails to teach the claimed overriding step.

While applicant has not provided any actual argument as to why it is felt that Lajoie does not disclose this feature, the examiner notes that as indicated in the rejections above, this broad feature is clearly taught by Lajoie. More specifically, Lajoie discloses wherein a user will indicated a display preference (i.e. to not display any content by turning the system off). The system will then override the user's preference and display the link information when a code is detected (a command indicating an important message and turning the system back on to display the message; column 33, lines 45-54).

c. On page 11, of applicant's response, applicant states that none of the cited art teaches the claim limitation of scanning the received data for link information.

While applicant has not provided any actual argument as to why it is felt that none of the references not disclose this feature, the examiner notes that as indicated in the rejections above, this feature is clearly taught by Macrae. Macrae specifically discloses a VBI decoder which will remove the Internet data embedded in the VBI and store it in memory (page 5, lines 1-5). As the system monitors and identifies internet data from the received signals, this clearly reads upon the broad limitation of "scanning" the received data.

- d. The Official Notice presented in the prior action stating that it is notoriously well known in the art to utilize teletext was not traversed and is accordingly taken as an admission of the fact noted.
- e. The Official Notice presented in the prior action stating that it is notoriously well known in the art to utilize the digital video broadcasting (DVB) standard was not traversed and is accordingly taken as an admission of the fact noted.
- f. The Official Notice presented in the prior action stating that it is notoriously well known in the art to cause the link information to flash periodically when displayed was not traversed and is accordingly taken as an admission of the fact noted.

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g. The Official Notice presented in the prior action stating that it is notoriously well known in the art to include wherein the link information comprises a page number was not traversed and is accordingly taken as an admission of the fact noted.

Conclusion

9. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

10. The following are suggested formats for either a Certificate of Mailing or Certificate of Transmission under 37 CFR 1.8(a). The certification may be included with all correspondence concerning this application or proceeding to establish a date of mailing or transmission under 37 CFR 1.8(a). Proper use of this procedure will result in such communication being considered as timely if the established date is within the required period for reply. The Certificate should be signed by the individual actually depositing or transmitting the correspondence or by an individual who, upon information and belief, expects the correspondence to be mailed or transmitted in the normal course of business by another no later than the date indicated.

Certificate of Mailing

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Please refer to 37 CFR 1.6(d) and 1.8(a)(2) for filing limitations concerning facsimile transmissions and mailing, respectively.

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to James Sheleheda whose telephone number is (571) 272-7357. The examiner can normally be reached on 9:00-5:30.

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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Kelley can be reached on (571) 272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

James Sheleheda
Patent Examiner
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JS



VIVEK SRIVASTAVA
PRIMARY EXAMINER